CBS NEWS
524 WEST 57 STREET NEW YORK, N.Y. 10019

BIOGRAPHY
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IRV DRASNIN. . .CBS NEWS PRODUCER

Producer Irv Drasnin has examined for CBS News such wide-ranging subjects as China, hunting, the labor movement, football, Rhodesia, health in America, and the television commercial.

Since 1968, Drasnin has devoted his time exclusively to producing, directing and writing television documentaries. Prior to the U.S. reestablishing ties with China, he was one of the few American broadcast journalists to report from there, spending three months filming CBS REPORTS: "Shanghai" (1974). Earlier, he used his training in Chinese studies to produce and write the CBS News Special, "Misunderstanding China," which examined the myths and misconceptions Americans have about the Chinese, broadcast in conjunction with President Nixon's historic visit to China (February 1972). He also produced a film biography of Mao Zedong, "After Mao" (September 1976), broadcast at the time of his death.

Drasnin's other broadcasts on international subjects include the CBS News Specials: "Who's Got a Right to Rhodesia," on the political and racial conflict in that country (March 1977); "A Black View of South Africa," which documented the effects of apartheid (December 1970); "Voices From the Russian Underground," in which Russian intellectuals described the suppression of dissent inside the Soviet Union (July 1970); and "Cuba: Ten Years of Castro," an examination of the regime of Fidel Castro (November 1968).

Drasnin also has produced and written broadcasts dealing with diverse aspects of American life. His most recent assignment was CBS REPORTS: "Inside the Union," an unusual examination of the labor movement as seen and experienced by Local 1010 of the United Steelworkers Union (March 1979). The award-winning CBS REPORTS: "The Guns of Autumn" (Sept. 1975) investigated hunting and the hunter in America. The award-winning CBS REPORTS: "You and the Commercial" (April 1973) was the first network documentary to explore television advertising and its impact on the American viewer. The CBS News Special, "New Voices in the South" (March 1971) looked at the changing political tides in the South. And, CBS REPORTS: "Health in America: The Promise and the Practice" (April 1970) focused on the quality and delivery of health care in the United States.

In October 1969, Drasnin produced and wrote the CBS News Special, "Football: 100 Years Old and Still Kicking," an examination of football as a reflection of American life and values.

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He has received many of broadcast journalism's most prestigious awards, including the Alfred I. duPont-Columbia University Award, a Christopher Award, and an Ohio State Award for "You and the Commercial"; Writers Guild and Director's Guild Awards for "The Guns of Autumn"; a Christopher Award for "A Black View of South Africa"; an Ohio State Award and duPont-Columbia citation for "Health in America"; and a Saturday Review Television Award for "Voices From the Russian Underground."

Drasnin joined CBS News in 1961 as a writer for the "CBS Evening News" and various news specials. In 1962, he was named a producer of CALENDAR, a daily half-hour public affairs broadcast. The following year, he was assigned to the Los Angeles and Washington bureaus, respectively, where he produced daily CBS News coverage of the civil rights debate in the U.S. Senate (1963) and the Presidental campaign of Lyndon B. Johnson (1964).

He rejoined the staff of the "CBS Evening News" in 1964 producing, among other stories, the coverage of the Selma, Ala., racial crisis, and, in 1965, the death and funeral of Sir Winston Churchill. He also produced and wrote "Synanon in Prison," an episode of THE TWENTIETH CENTURY, in 1966.

Born in Charleston, W. Va., in March 1934, Drasnin was raised in Los Angeles. He received a B.A. degree in political science and international affairs from U.C.L.A. in 1956, and a master's degree in East Asian studies, specializing in China, from Harvard University, in 1959. He now resides in New York City.

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